CLAIMS

What is claimed is:

1.   A method for developing a solution to a customer experience
issue, said method comprising:

a) identifying a target customer including customer requirements and
a customer profile;

b) defining a current customer experience and comparing it with a
customer experience provided by a competitor;

c) summarizing values and benefits that should be provided to said
target customer;

d) identifying metrics for measuring success of a solution;

e) identifying gaps between current solutions and said benefits; and

f) generating solutions for delivering said benefits and selecting a
solution path which delivers the greatest number of benefits.

2.   The method as recited in Claim 1 further comprising:
defining a future customer experience for said solution path.

3.   The method as recited in Claim 2 further comprising:
identifying milestones for delivering said values and benefits;

identifying components of said future customer experience for each
milestone;

generating a future customer experience flow by organizing future
customer experience components for each milestone according to their
order of occurrence; and

aligning said solution path with said milestones.

4.   The method as recited in Claim 2 further comprising:
developing an architecture for implementing said solution path.

5.   The method as recited in Claim 4 wherein developing said
architecture comprises:

identifying milestones for delivering said values and benefits;

identifying components of said future customer experience for each
milestone;

identifying elements of said architecture needed for each milestone; and

assembling said elements to construct said architecture.

5   6.   The method as recited in Claim 5 further comprising:
identifying participants in said solution path;
creating and prioritizing goals for said participants;
identifying tasks for accomplishing goals selected according to their priority;

10   defining use-cases describing task interactions between said participants and said solution path; and

identifying and addressing problems with said solution path using said use-cases.

15   7.   The method as recited in Claim 5 further comprising:
defining a value delivery system identifying elements and participants associated with delivering said solution path to said target customer.

8.   The method as recited in Claim 7 wherein defining said value
20   delivery system comprises:
identifying components of said future customer experience;
identifying requirements for delivering each component of said future customer experience; and

identifying participants who are associated with said components and
25   delivery requirements.

9.   The method as recited in Claim 8 further comprising:
identifying gaps in said value delivery system; and
identifying solutions addressing gaps in said value delivery system.

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10.   The method as recited in Claim 2 further comprising:
defining scope, resources and schedule for implementing said solution path.

11. The method as recited in Claim 2 further comprising:

developing a schedule for measuring performance of said solution path against said metrics.

5   12. The method as recited in Claim 11 further comprising:

measuring performance of said solution path; and

identifying and implementing changes to said solution path to improve said performance.

10   13. The method as recited in Claim 1 wherein said step a) comprises:

collecting data about customers affected by said customer experience issue;

segmenting customers and identifying a customer segment most

15 affected by said customer experience issue, said customer segment representing said target customer; and

identifying attributes of said target customer associated with said customer experience issue to generate said customer profile.

20   14. The method as recited in Claim 13 further comprising:

generating an environmental profile of said target customer, said environmental profile comprising attributes of an environment associated with said target customer.

25   15. The method as recited in Claim 1 wherein said step b) comprises:

generating a customer experience flow by organizing components of said current customer experience according to their order of occurrence, wherein said customer experience flow is referenced to said customer

30 requirements and identifies instances in which said customer requirements are unmet;

identifying gaps between attributes of said current customer experience and attributes of said customer experience provided by said competitor; and

35 updating said customer experience flow to include said gaps between said attributes.

16.   The method as recited in Claim 1 wherein said step c) comprises:

identifying said benefits;

5   categorizing said benefits according to their value to said target customer;

prioritizing said benefits according to their relative importance;

selecting a subset of benefits according to their value;

identifying milestones for delivering said values and benefits; and

10   creating value propositions for each milestone, wherein a value proposition comprises a summary of value provided at each milestone.

17.   The method as recited in Claim 16 further comprising:

aligning said solution path with said milestones.

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18.   The method as recited in Claim 1 wherein said metrics comprise pre-release metrics and post-release metrics, wherein pre-release metrics are for measuring success during development of said solution path and wherein post-release metrics are for measuring success after

20   implementation of said solution path.

19.   The method as recited in Claim 1 wherein said step d) comprises:

defining units of measure for said metrics;

25   identifying measurement methods;

defining criteria which indicate acceptable values for said metrics; and

establishing baseline values for said metrics.

30   20.   A method for developing a solution to a customer experience issue, said method comprising:

a) collecting data about customers affected by said customer experience issue;

b) segmenting customers and identifying a customer segment most

35   affected by said customer experience issue, said customer segment representing a target customer;

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c) identifying attributes of said target customer associated with said customer experience issue to generate a customer profile;

d) generating a customer experience flow by organizing components of a current customer experience according to their order of occurrence, wherein said customer experience flow identifies instances in which customer requirements are unmet;

e) identifying gaps between attributes of said current customer experience and attributes of a customer experience provided by a competitor;

f) summarizing values and benefits that should be provided to said target customer; and

g) identifying metrics for measuring success of a solution.

21. The method as recited in Claim 20 further comprising: defining a future customer experience for a selected solution.

22. The method as recited in Claim 20 further comprising: updating said customer experience flow to include said gaps between said attributes.

23. The method as recited in Claim 20 wherein said step f) comprises:
identifying said benefits;
categorizing said benefits according to their value to said target customer;
prioritizing said benefits according to their relative importance;
selecting a subset of benefits according to their value;
identifying milestones for delivering said values and benefits;
creating value propositions for each milestone, wherein a value proposition comprises a summary of value provided at each milestone; and
aligning selected solutions with said milestones.

24. The method as recited in Claim 20 further comprising:
generating an environmental profile of said target customer, said environmental profile comprising attributes of an environment associated with said target customer.

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25. The method as recited in Claim 20 wherein said metrics comprise pre-release metrics and post-release metrics, wherein pre-release metrics are for measuring success during development of said solution and

5 wherein post-release metrics are for measuring success after implementation of said solution.

26. The method as recited in Claim 20 wherein said step g) comprises:

10 defining units of measure for said metrics;

identifying measurement methods;

defining criteria which indicate acceptable values for said metrics; and

establishing baseline values for said metrics.

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27. A method for developing a solution to a customer experience issue, said method comprising:

a) identifying gaps between current solutions and benefits that should be provided to a target customer;

20 b) generating solutions for delivering said benefits and selecting a solution path which delivers the greatest number of benefits;

c) defining a future customer experience for a selected solution;

d) developing an architecture for implementing said solution path; and

25 e) defining use-cases describing task interactions between participants in said solution path and said solution path.

28. The method as recited in Claim 27 further comprising:

defining a value delivery system identifying elements and participants

30 associated with delivering said solution path to said target customer.

29. The method as recited in Claim 28 wherein defining said value delivery system comprises:

identifying components of said future customer experience;

35 identifying requirements for delivering each component of said future customer experience; and

identifying participants who are associated with said components and delivery requirements.

30.   The method as recited in Claim 29 further comprising:

5   identifying gaps in said value delivery system; and
identifying solutions addressing gaps in said value delivery system.

31.   The method as recited in Claim 27 wherein said step c) further comprises:

10   identifying milestones for delivering said benefits;
identifying components of said future customer experience for each milestone;
generating a future customer experience flow by organizing future customer experience components for each milestone according to their
15   order of occurrence; and
aligning said solution path with said milestones.

32.   The method as recited in Claim 27 wherein said step d) comprises:

20   identifying milestones for delivering said benefits;
identifying components of said future customer experience for each milestone;
identifying elements of said architecture needed for each milestone; and
25   assembling said elements to construct said architecture.

33.   The method as recited in Claim 27 wherein said step e) comprises:
identifying said participants in said solution path;
30   creating and prioritizing goals for said participants;
identifying tasks for accomplishing goals selected according to their priority; and
identifying and addressing problems with said solution path using said use-cases.

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